

Dear Mayor, Staff Members and Councilmembers:

As we present our RFP Supplement booklet for your review, we'd like to take the opportunity to summarize what we see as the key points to consider in regards to the great potential for this Area Of Arts site.

- L First and foremost, the "business of art" is our business. For more than 30 years we have built careers in the field of creative merchandising, the last half of that time has been spent in a brick and mortar translation of the marriage of art with commerce. Our projects have garnered international attention and awards for uniqueness, focus, and vibrant community interaction. We feel strongly that "imagination" is the new technology and the AOA project is perfectly timed for success. We are uniquely qualified to be the AOA master developer and further activate the emerging arts and the merging of art disciplines in the City of Tempe.
- 2. We serve the community. Our resume shows we are conscious of our neighbors; we are community developers, cooperating with local educators, student bodies, governing municipalities and art organizations. In fact, above all accolades, we treasure our "Community Revitalization" awards as most prestigious. We hold our projects long term; they are not merely construction projects, but ongoing entities demanding our personal involvement and relationship building. For example, with the AOA project we envision unique opportunities to service and educate children's groups via on site classes, field trip opportunities and artist lectures. These same amenities can be tailored to Tempe's growing senior population as well. Our goal is to fully integrate into the local community and serve a diversified Tempe population.
- 3. We offer on-site operational expertise. Unlike conventional developers, we place our specially trained local staff on-site to manage the projects with proven operational systems. We do not farm out these critical responsibilities to conventional property management services, but approach each project and its unique identity with personalized managers to service the tenants and invigorate the project. This includes the scheduling, planning and execution of ongoing events, educational and enrichment programs and uses of public spaces.
- 4. **Tenant development is critical for this project.** National tenants will not contribute to making AOA a special gathering place for residents or visitors. We specialize in merchandising centers by combining unique tenants and spaces; developing "new" tenants if need be by offering product ideas to local entrepreneurs as well as opportunities for expansion to local business people. Our merchandising background ensures we build on existing business strengths and develop complimentary and supportive uses and tenants. We also include a preliminary list of specialty tenants, both retailers and restaurants, from existing relationships already interested in expanding to the AOA site which may invigorate the community without conflicting with local commerce.
- 5. AOA connects to ASU. Previously assigned spaces for residential components on the AOA site plan can easily be converted to "incubator" spaces. These unique spaces can serve as flexible, potentially co-op type or start up business spaces for emerging artists and graduating students of ASU. We have already initiated conversations with the Dean of Design & Architecture as well as the Dean of Art and we envision including many other disciplines in developing these learning and small business opportunities.
- 6. We are ready to assume master developer responsibilities. As the controlling entity of our organization, we have no partners to influence or derail our vision or potentially compromise quality for immediate investment return. As long term holders, we look toward organic growth and long term gain. With substantial cash reserves and existing financing relationships, we are ready to assume master developer responsibilities.

In summary, we feel even more strongly since the deletion of residential components by the City that our boutique retail and specialty restaurant expertise is perfectly suited for the AOA site. Our design partners and consultants are aligned with our vision and re-enforce our experience. LAB Holding, LLC thanks you for your consideration of our proposal to build a long lasting testament to the "business of art" in the beautiful City of Tempe.

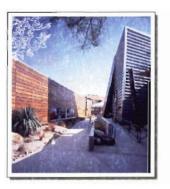
Shaheen Sadeghi LAB Holding, LLC



Project Experience

The LAB Holding's history of creating unique specialty environments aligns well with the qualifications required by this one of a kind project. Our projects have remained true to the original vision, achieved commercial success and have all received critical acclaim locally and internationally. The Area of Arts project requires a master developer with experience in district-scale planning, city partnerships, creation of public spaces, arts collaboration, community development and most importantly an ability to operate this project to ensure long term success. LAB Holding, LLC has a proven track record in each of these critical areas.

Following are short descriptions of key projects that our team has created and continue to operate.





The CAMP

The CAMP is a family friendly retail community focused on healthy and eco friendly living. The Camp gathers like minded retailers, restaurants, training facilities and services in a campus environment.







The LAB

The LAB was born out of a desire to showcase emerging talent in the local fashion and art community. It retains a very close tie to the local art scene with two onsite galleries, poetry readings, fashion shows, book signings and an ongoing series of art events throughout the year.





SoBeCa District

The SoBeCa District is a 39 acre mixed use arts district established by LAB Holding, LLC. We have assembled 14 of the 39 acres and through adaptive reuse and new construction are creating an organically developed arts village.

Arts Community

Each of the principals of LAB Holding, LLC has a long history in the arts, is a graduate from an art college or is a practicing artist themselves. Most importantly, is our ongoing commitment and active role in the arts community on a day to day basis. This unique makeup has created a company that approaches community building unlike most typical developers. Arts play a role in each of our projects from inception through construction and most importantly during the ongoing operation of the project.

At the core of each project we provide a venue for ongoing arts and community events and actively seek opportunities to involve and nurture the local arts community. This includes:

- gallery shows
- concerts
- poetry readings
- open mic nights
- movie screenings
- art scholarship programs for local colleges
- free gallery space for students and emerging artists
- installation spaces for temporary exhibits
- mural program
- artist built site furniture
- sculpture gardens
- kids art programs

LAB Holding, LLC has established relationships with major art venues in Orange County including the Pacific Symphony, Orange County Museum of Art, and the Orange County Performing Arts Center. We have a collaborative relationship with each of these organizations and partner on events and festivals. We also have long term relationships with the local universities and arts organizations and work together to expand the integration of art into the everyday life of our community.



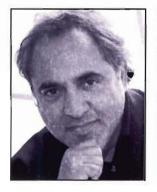


Organization

The LAB Holding team encompasses experience in taking visionary plans and seeing them through to completion as well as ongoing day to day operations. Our in-house team has established experience in both implementing and operating similar projects to the AOA proposal. We also have long term working relationships with our design team consultants with numerous successful project collaborations. A summary of our organizational strengths includes:

- implementation of world renown specialty developments
- in house operational capacity
- entrenched in arts community

Please refer to the initial AOA proposal book for detailed resumes and project roles for each team member.









SHAHEEN SADEGHI Principal, LAB Holding, LLC

CHRIS BENNETT
Director of Development, LAB Holding, LLC

LINDA SADEGHI COO, LAB Holding, LLC

TRACY ANTOLIN CFO, LAB Holding, LLC

MONET QUICK

Marketing and Communications Director, LAB Holding, LLC

KELLY WACKERMAN

Director of Leasing, LAB Holding, LLC

RON POMPEI

Principal, Pompei A.D. - Design Architect

ELLEN DEPOORTER

Studio Director, Pompei A.D.

TEALE HOTCHKISS

Senior Associate, Phoenix Commerical Advisors

CHARLOTTE SELBY CHRISTIAN

Associate VP, Phoenix Commercial Advisors

THOMAS ITO

Principal, Gensler - Architect of Record

CHRISTIAN STROBEL

Joie de Vivre Hospitality - Hotel Operator

ANDY SPURLOCK

Spurlock Poirier - Landscape Architect























Area of Arts is a working artists' village gathering artists, craftspeople as well as educators in a variety of disciplines with supporting retailers in a creative and interactive public venue. The diversity of uses will lead to cross pollination of ideas and encourage collaborations not currently afforded the artists spread throughout the valley.

Area of Arts is a **public space**. The project is designed as a community gathering place inviting the general public to participate in and witness the process of creating art. AOA will be an educational resource as well with an emphasis on **children's art programs**.

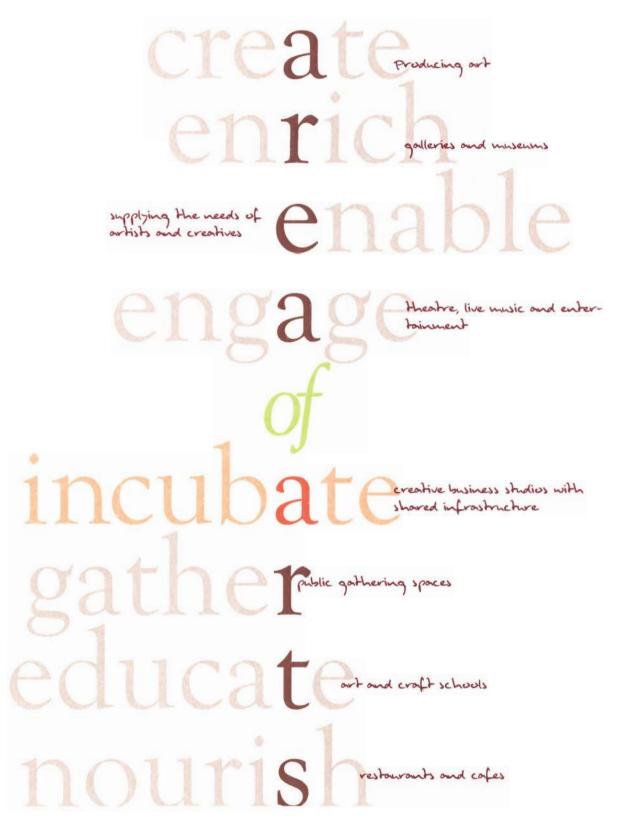
LAB Holding, LLC will implement an ongoing operational program with on site staffing to ensure the ongoing vitality of AOA. This program is focused on community building to ensure the sustainability of the artists and businesses that are a part of AOA by fostering community participation and support. AOA will also be built using smart growth principals to ensure the environmental sustainability of the project.





Art is the beautiful way of doing things - Bono

AOA brings together a diverse group of artists, craftspeople and creative businesses in a collaborative village setting. The proposed project includes the following categories of participants:



^{*}Per the City's request, our team has reprogrammed the Area of Arts project to remove all residential uses from the site. This use is now replaced with increased arts uses as well as a new category of office use listed above as "incubate". This new category is a creative business incubator with a goal of allowing new designers and artists to start their businesses with lowered overhead and an existing support structure in place to help their businesses establish themselves and grow.

create

- Bronze Foundry
- Glass Production Facility
- Ceramic/tile studio
- Woodcarving
- Print house
- Musical Instrument Maker
- Recording Studio

enrich enable

- Galleries
- Museums
- Cultural Institutions
- Bookstore
- Art supply store
- Camera store
- · craft store
- pottery supply store

engage

- · Black Box Theatre
- Arthouse movie theatre
- small music venue

incubate

- Creative office studios
- Shared technology
- Flex space that can grow with the business
- Shared facilities (meeting rooms, reception, presentation hall, etc.)

gather

- Art festivals
- Conferences
- Craft fairs
- Technology

educate

- · Guitar making school
- Discover Science
- · Culinary School
- Conservatory
- University satellite
- Art schools

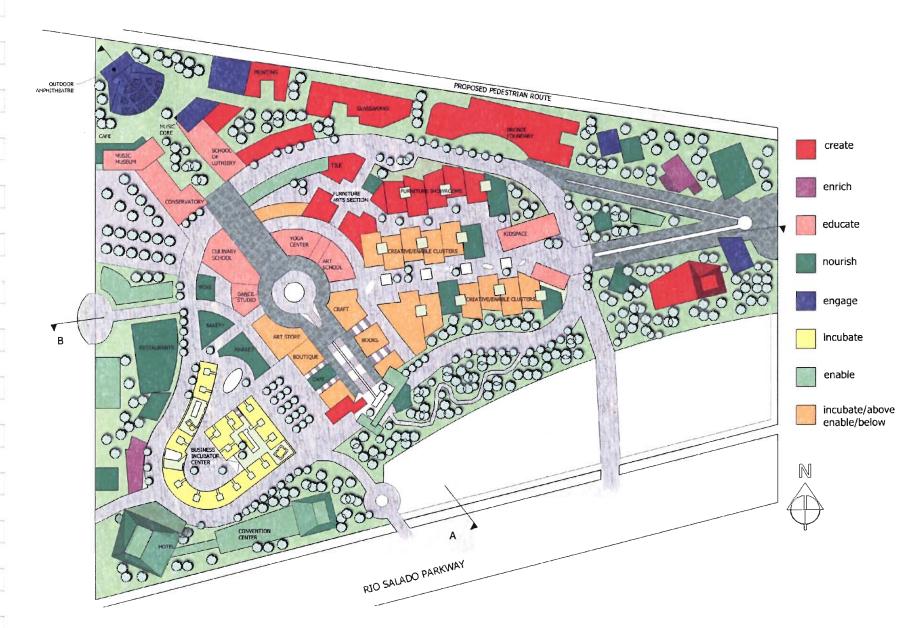
nourish

- · Cafe with outdoor seating
- Health food cafe
- Bakery
- Wine and Cheese shop
- Coffee/tea house
- market
- restaurants



Fite Plan

lan



Programmatic Plan

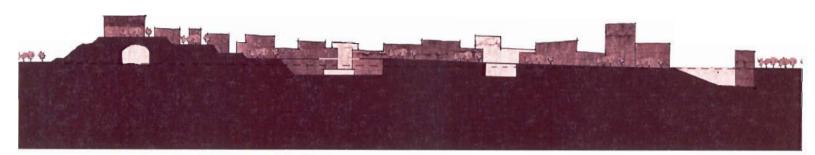


Landscaping Plan



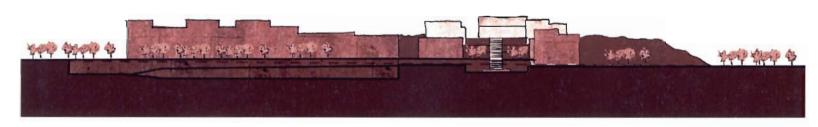
Parking Plan



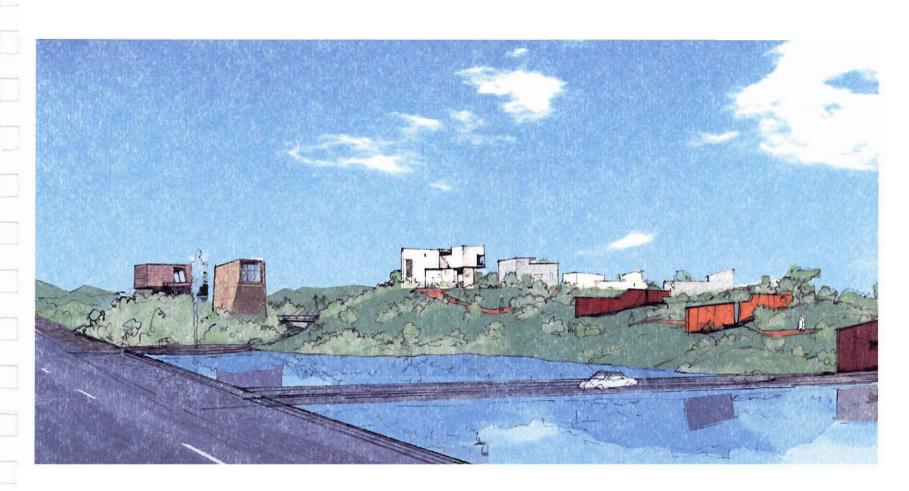


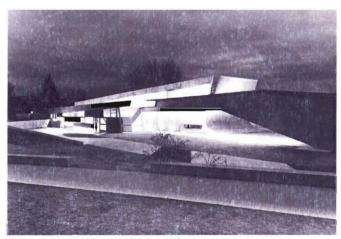
SECTION A





SECTION B





View from Rio Salado Parkway, traveling West.

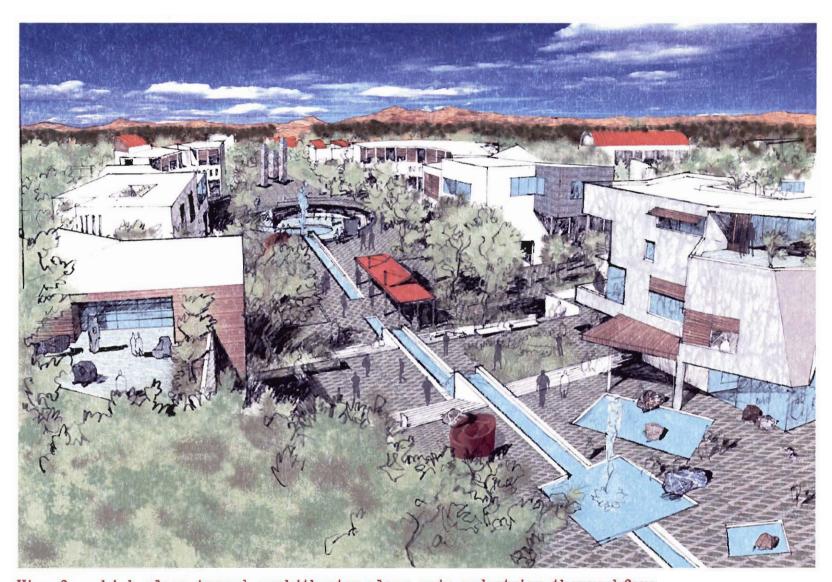
Sculptural forms of architectural elements merge with the perimeter bermed landscape, creating a synthesis of nature and culture

Both pedestrian and vehicular entries are carved through the landscape allowing for dramatic gateways that open onto vistas which compel the visitor to explore and experience the rich diversity and transformation at the Area of the Arts.



View towards gateway

At the gateway plaza, the highest elevation of the area of the arts, we encounter the gateway building from which vistas appear allowing the visitor to appreciate the complex in its diversity. From here we can choose our path of discovery, personalizing our own journey of creative enrichment. The roof terrace affords even greater views that encompass the TCA and surrounding communities. A unique fountain waterfall becomes a veil and then collecting into a stream, guides us through the main pedestrian thoroughfare to the amphitheatre beyond at the far edge of the site, at the banks of the riverbed, overlooking the future park.



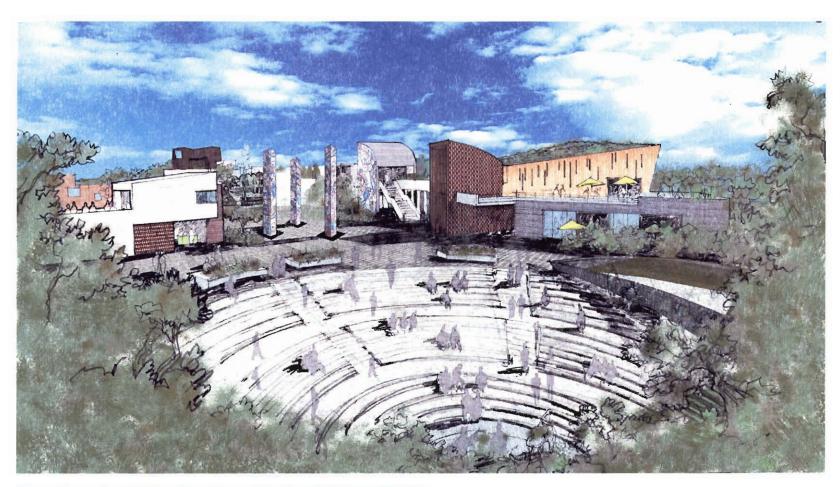
View from high plaza toward amphitheater along main pedestrian thoroughfare

Following a continuous water feature at our feet that drops across the terraced landscape we find ourselves passing through gardens, craft showrooms, art exhibits, workshops, creative studios, cafes, bistros and shops. This axis is a flexible space that supports various events and fairs. It serves as an outdoor living room, its length broken into specific "rooms" by each step of the terracing. In addition, the stepped terraces allow for the viewing of multiple activities simultaneously as the landscape cascades away towards the Rio Salado river bed.



View from circular recessed plaza toward the gateway plaza

Enveloped in the cool shadows, below the main pedestrian thoroughfare we can rest as the lily pads float across the pool, bringing moisture to the shade. The sky is framed above, while surrounding us are facilities that invite us to nurture our body and spirit in way of exercise, dance and yoga studios. There are plenty of quiet places to relax with friends over healthy refreshments.



View from Amphitheater towards the Gateway Plaza

This outdoor performance venue is adjacent to several structures that house various performing arts such as recording studios, guitar making and art house cinema.

The amphitheater will be the stage for events, happenings, community meetings, drama, hanging out and special presentations.



View from portico of Glassworks past Foundry and Furniture Showrooms toward the Tempe Center of the Arts

Multiple porticos integrated throughout the area of the arts provide avenues of shade allow for an agreeable stroll from workshop to workshop in this intense creative district along the riverbed's edge. The larger scale of these workshop structures allow for these deep recesses where pedestrians may peer inside and witness the inspiring process of artifacts in the making.



View approaching from the Tempe Center of the Arts

As we walk toward the area of the arts, we encounter sculptural forms functioning as pavilions nestled in a garden, traced with water channels. The pavilions present venues for events, exhibits, workshops, salons, community gatherings and are completely flexible to accept programs for commerce culture and community. The flowing channels of water create a moving path drawing you towards the heart of the Area of the Arts as you relish the garden.



View from Circular Sunken Plaza towards the Tempe Center of the Arts

The variety of streetscape presents itself as a boulevard on this pedestrian path. Its width and breadth allows it also to function as a platform for street fairs and exhibits and various live programs that rotate through a cycle of ever changing experience. We are surrounded by architecture expressed in sculptural forms that create great swaths of shade and coolness. The light falls across various textures creating dramatic patterns of shadow and form.



View of streetscape

As we wander through the streets, we are filled with anticipation as the streets meander and weave, revealing new vistas, plazas, marketplaces, artist studios, creative businesses and artisan shops. Very organic in their organization, the streets unfold themselves slowly as we explore the creativity held within their walls.



View of the "Small Piazza"

More intimate in nature and experience, this little plaza allows for spontaneous conversation and shared stories among regulars and visitors alike. Surrounded by artist studios and small creative businesses, the plaza invites the visitor to wander around and discover artifacts, applied arts and fine art to appreciate and acquire. The creative professionals, artisans and artists who show their wares and their art work above or near their own studios that open for the public to visit.



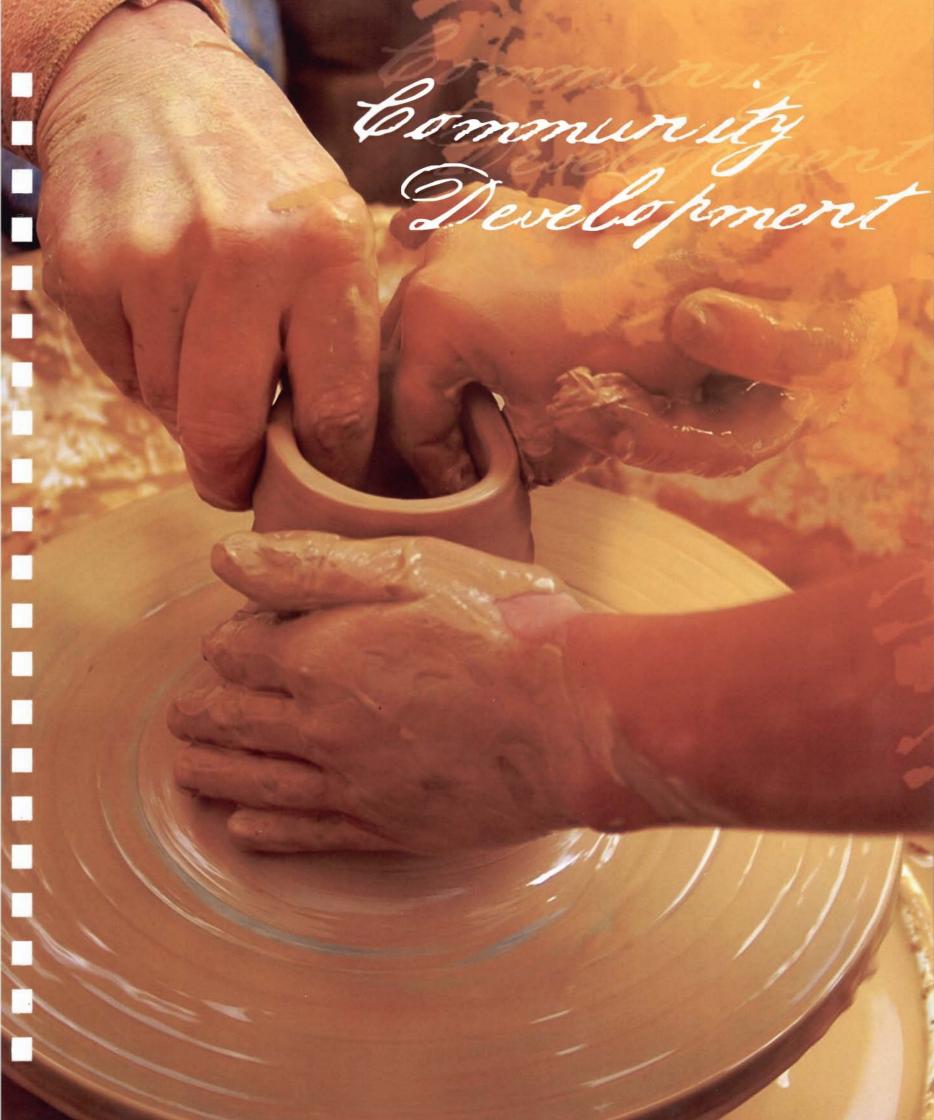
View of shared private courtyard in Business Incubator Center

Enable/Incubate clusters housing a wide variety of creative workshops and businesses surround their own shared private courtyards that create the opportunity for colleagues to share their creativity and lives. These micro creative districts can decide when and how to invite the public to share their work within their workshops and studios. The studio workshops walls can pivot open to allow for ease of exhibit and create an indoor outdoor connection. These courtyards also provide amenities such as tea rooms and small cafes.



View of small Wellness Center in Business Incubator Center

Each unit has a private courtyard. This is ideal for creative businesses and workshops that need a sheltered space away from the bustle of it all. Examples are painter studios, designer workshops, day spa's, new media and architects. Separated by a small internal courtyard, the layout provides areas for both retail and services. The relationship between these spaces can be altered to allow for a spectrum of experience from private to public. It can become a creative sanctuary or a showroom.



Operations

LAB Holding, LLC, as in each and every major project we own, will have an on site operational staff dedicated to an ongoing program of community development efforts. We believe this personalized involvement is essential to the livelihood and sustainability of the artist village proposal. We will bring our long history of specific operational systems, tenant relationships, event and festival planning, as well as community development to breathe vitality and interaction into this project as a meaningful addition to the City of Tempe.

This unique approach to the development business sets us apart and enlivens our projects as vibrant and meaningful places of commerce, culture and community.

AOA will have an on site staff curating an individualized program of district wide events and facilitating shows, performances and demonstrations by the groups within the project. This critical component is our teams greatest strength.







Letters





May 22, 2006

Mr. Neil Calfee City of Tempe Community Development Department P.O. Box 5002 Tempe, AZ 85280

Re: RFP for 12 acres west of Tempe Center for the Arts

Dear Mr. Calfee:

This letter serves as a letter of recommendation for Shaheen Sadeghi and his staff in their response to your RFP for the project adjoining the new Tempe Center for the Arts.

Shaheen has been a significant supporter of the arts for more than a decade here in Orange County. We are excited to see the revitalization and development he has initiated within the Sobeca arts district as proof of that dedication. This is a true compliment to the nearby established performance venues at the heart of the Orange County arts community.

As we all seek to expand our audiences, it has been a pleasure to work with Shaheen in marketing collaborations. Previously we had worked with a program introducing classical music to young people. We are currently working on potential co-events in anticipation of the opening of our new Segerstrom Concert Hall in September.

We know of few other developers who take such an active interest in the arts within their own projects and community. We are confident Mr. Sadeghi would be a tremendous asset in your plans for your own arts district. If you have any questions, please feel free to call me at 714-755-5790.

Regards,

John Forsyte, President Pacific Symphony



3631 S. Harbor Boulevard, Suite 100 Santa Ana, California 92704-6951 Main 714.755.5788 Fax 714.755.5789 www.pacificsymphony.org



Sir Ken Robinson PhD 2803 Colorado Avenue Santa Monica California 90404

Phone (310) 496-5330 Fax: (310) 496-5332

Shaheen Sadeghi The Lab, 709 Randolph Costa Mesa, CA 92626

August 28, 2006

Dear Mr Sadeghi,

Thank you for the opportunity to review your proposal for the Area of Arts in the city of Tempe. The proposal is very impressive, both in the design of the site and the range of commercial and cultural activities it will facilitate. My work takes me all over the world. I know that many cities and regions are looking for imaginative ways of generating communities of innovation and urban development. Your proposal perfectly captures the essential elements of blending commercial and cultural activities in an integrated site.

I spoke recently at the closing plenary session at the National Governors Association in Charleston. My speech focused on innovation and creativity and the pressing need for America to revitalize the creative energies of communities everywhere. The incoming chair of the NGA is Governor Napolitano of Arizona. The theme for her chairmanship of the NGA is Innovation America. As I see it, the Area of Arts is an important initiative not only for Tempe and Arizona, but as a national and potentially international model of best practice.

In this respect, your proposal allows for further significant initiatives in subsequent phases of development as project. For example, the focus on the arts could be extended through provision for business incubator units. These would allow for powerful creative connections not only with the Tempe Arts Center but with the higher education and business communities in the area. There could be facilities for science and technology initiatives and for groundbreaking interdisciplinary programs with the arts.

My best wishes for the success of your proposal and for the powerful role that the project could play in the creative and commercial life of Tempe and Arizona.

Sincerely,

Sir Ken Robinson

pp Andrea Hanna



May 19, 2006

Mr. Neil Calfee City of Tempe Community Development Department P.O. Box 5002 Tempe, AZ 85280

Re: RFP for 12 acres west of Tempe Center for the Arts

Dear Mr. Calfee:

It has come to our attention that the LAB team is responding to your RFP regarding a potential site for an artists village project in your City of Tempe.

We can think of no better match than Shaheen Sadeghi and his staff to execute such a project. Their impact on the culture here in Orange County is well known as their projects continue to attract attention, press and accolades for contributions to the community. Their interaction and support of the arts in all its' disciplines is unique and well appreciated. We have an ongoing relationship with Shaheen and are actively working on opportunities to work together and collaborate creatively in the future.

Your project sounds exciting. Please take this as a letter of recommendation that Shaheen's in depth understanding of both the business aspects of development combined with his inherent nature as an artist is a rare commodity. The City of Tempe would do well to partner with such an entrepreneur.

Dennis Szakacs Director









May 22, 2006

Mr. Neil Calfee Deputy Community Development Manager City of Tempe Community Development Department P.O. Box 5002 Tempe, AZ 85280

Re: RFP for Property West of Tempe Center for the Arts

Dear Mr. Calfee:

As director of development for Arts Orange County and principle for my consulting firm Underwood & Associates, I recently moved to Orange County in August 2005 and began working for Arts Orange County in October. I received a call in December from a staff member of the LAB retail center, owned by Mr. Shaheen Sadeghi. A few weeks later, we met with Monet Quick, the staff member, to discuss Mr. Sadeghi's vision and plans for Costa Mesa and our upcoming children and family arts festival. We were warmly welcomed and spent much time discussing our common goals. Monet Quick offered to participate in our festival, *The Imagination Celebration of Orange County*, by including a site-specific temporary art project.

I have worked with developers in the past, as a public art administrator. The largest of these projects were the Sacramento Central Library and the Sacramento K Street Mall Improvement. As Monet Quick gave us a tour of the LAB and the CAMP, it became very clear to me how unusual these developments are and what a major role they play in the cultural development of Orange County. What makes these developments so unique is their high quality design, attention to esthetic concerns, concern for the environment and exceptional artistic programming by local artists. Not only can you buy a hand painted T shirt at the LAB, but you can also hear a poetry reading or concert by local bands at the CAMP!

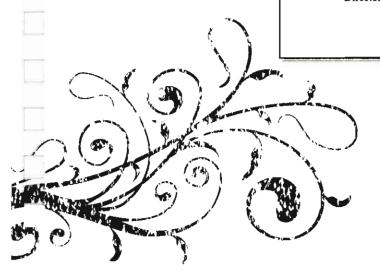
Shaheen Sadeghi is one of the seminal arts leaders in Orange County (OC) today. With 84% of the arts and cultural organizations having budgets under \$500,000 and 58% with budgets under \$100,000; it is an emerging arts community. Mr. Sadeghi's plan for the SoBeCa District will allow artists to live and work in Orange County. This fact is critical for cultural growth, as Orange County has one of the highest real estate prices and personal income levels in Southern California. His work in Costa Mesa is a cornerstone of OC's arts community.

Please contact me at (805) 415-4848 for more information or if you have questions.

Best regards, Consulto Martall

Consuelo Marshall Director of Development

3750 South Susan Street - Suite 200 - Sante Ana - CA 92704 714.556.5160 FAX 714.556.5099
www.artsoc.org e-mail: Info@artsoc.org www.ocartsource.org







Mazda North American Operations

May 19, 2006



To Whom It May Concern

SoBeCa, the South of Bristol Entertainment Culture and Arts organization created by Shaheen Sadeghi is a creative heaven in a sea of cookie cutter retail experiences. Mazda automobile designers and a variety of local automotive design studios relay on The Lab and The Camp for truly creative inspiration through the study of the latest design trends and innovative retail experience. Professional design business relies on first hand experience with consumer trends, fashion, art, architecture and lifestyle research. Shaheen has demonstrated a significant commitment to a creative environment with support for local painters, artist, photographers and musicians. The unique culinary experiences provided in the SoBeCa atmosphere are relaxing and stimulates a greater appreciation for discovering the retail environment.

I have worked along side the SoBeCa staff to support the OCDC, Orange County Design collective. A charity fund raising strategy utilizing Orange County's five billion dollar action apparel business and displayed a Mazda6 wagon show car. Personally, I have been a patron of this community of shops and restaurants for nearly 10 years. Feel free to contact me at toppolicy.com for further questions. Thank you for your time.

Truman Pollard

Sincerety

Lead Designer Mazda Design North America



OCDC - 2004 Orange County Design Collective show display and information card.



600 TOWN CENTER DRIVE COSTA MESA, CALIFORNIA 92626 714.556.2121 WWW.OCPAC.ORG

May 24, 2006

Mr. Neil Calfee City of Tempe Community Development Department PO Box 5002 Tempe, AZ 85280

RE: RFP for Property West of Tempe Center for the Arts

To Whom It May Concern:

We have been very fortunate at the Orange County Performing Arts Center to have two world-class shopping destinations in our area and I would briefly like to attest to the positive impact they have had on this cultural institution.

Besides fostering an environment of creativity on his own properties, Shaheen has consistently tried to find ways to cultivate an appreciation for the performing arts with his constituents at The LAB and The CAMP. Whether it be through purchasing group tickets to a performance, through encouraging the free use of the two campuses for our needs, through partnerships with the retailers and restaurants in these facilities to promote our performances, The LAB and The CAMP have truly been a great neighbor.

Most importantly, the relationship we have built with The LAB and The CAMP has allowed us to speak to the younger generations, to people who do not tend to fit the profile of our traditional theater-attendee, so these efforts have been invaluable to us as we try to expand our audience and make The Center more relevant to every person in Orange County.

With our expansion in the final stages, we will continue to rely on The LAB and The CAMP to come up with innovative and imaginative approaches to making an appreciation for the arts not just something taught in schools, but something that can be learned/enjoyed in every day life.

If you have any questions or need any additional information, please do not hesitate to contact me at (714) 556-2122, ext. 4462.

Sincerely,

Jonathan B. Vietze

Audience Development Manager

714.556.2122, ext. 4462

jvietze@ocpac.org

cc: Mr. Shaheen Sadeghi, SoBeCa District





NEW YORK - September 1st, 2006 Re: Tempe A.O.A.

To whom it may concern:

I am curator based in New York and the head of Formavision (www.formavision.info), a curating agency that produces art campaigns for brands such as Diesel, Coca-Cola, Starbucks and Sharp in and outside of the Unites States. We have commissioned hundreds of international contemporary artists since our creation in 2002 and have shown their works in museums, galleries and branded spaces.

Ron Pompei of *Pompei A.D.* recently informed me of the A.O.A. project that he has been developing in collaboration with Tempe, which I believe would not only revitalize the city but also create a strong and interesting local artistic community. In my opinion, through A.O.A., Tempe should invite international artists in order to transform the city into an international Art hub - a destination for emerging international talents. I feel that the particularly interesting and unique aspect of this project is the diversity of creative activities represented on site, which naturally fosters strong multi-media collaborations.

Having previously worked with *Pompei A.D.* on successful projects, I am very excited at the idea of a new collaboration on this project. We would be extremely happy to support A.O.A.'s residency program by curating exhibitions, site-specific installations or by generating other types of art content.

We look forward to working together with you and Pompei A.D. on this exciting idea.

Best regards,

Sebastien Agneessens Formavision, President

August 28, 2006

Attn: Mr. Neil Calfee City of Tempe Community Development Department

Dear Mr. Calfee,

I am writing in advocacy of Mr. Shaheen Sadeghi and his retail vision. My name is Kristal Moffett and I own a retail store in Hollywood, California called The Black Sheep Knittery. My fellow retail owners and I have created a recognized shopping destination on a side street in Hollywood. It has become noted for its aestethics and customer-centric ease. These are the very values that have attracted me to Shaheen. We are currently in discussions to start a venture in Orange County which I'm very excited about. Shaheen has made Costa Mesa an appealing location for even the most jaded Angelino.

I am very excited by the opportunity to do business with Shaheen, and would be honored to open up a retail location at any of his developments. He is a man of great inspiration for retailers and communities everywhere.

Sincerely,

Kristal Moffett Owner, Black Sheep Knittery Contact number: 323-464-2253



Dear Ron Pompei,

Thank you for bringing to my attention the visionary idea of creating a cultural center for art and mind within the community of Tempe, Arizona. The project as I understand it, will bring together an astounding group of creative minded people from various artistic disciplines, creating an arena for exhibitions, studios, conferences, which will by its nature extend outward to the positive aspects of our new global community. As an art professional, having curated exhibitions for twenty years as well as discovered new talent, I would be in support of this endeavor. I would be extremely interested in organizing an exhibition as well as work with a committee to organize a Tempe Biennial, conference, outdoor film festival, as well as brainstorm with regard to sitting art outdoors on a permanent or semi permanent basis. Currently, I am the director of the James Cohan Gallery as well as the Director of the Estate of Robert Smithson for the James Cohan Gallery. I list below a selection of exhibitions I have curated. They are as follows: all at James Cohan Gallery unless otherwise notated.

Paintings by Sculptures, John Weber Gallery, NY

Entropy: Robert Smithson, John Weber Gallery, NY Story, AC Projects Room, NY P.S. 122 25th Anniversary exhibition, NY Painting Matter, 1999 The Big ID, 2000 Balls, 2001 Air, 2002 Mapping Dislocations: Robert Smithson, 1999 A Brighter Day, 2005

Upcoming: Robert Smithson, Travel. (Working title) in process Fruitmarket Gallery, Edinborough I greatly look forward to hearing about the development of this project.

Sincerely,

Elyse Goldberg

Director

James Cohan Gallery

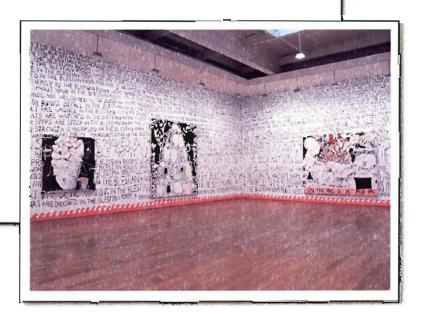
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Email: egoldberg@jamescohan.com

Smithsonestate@jamescohan.com



August 31, 2006 Ron Pompei 459 Broadway New York, NY. 10013

Dear Ron.

I am excited to hear about your potential project "Area of Arts" in Tempe. It sounds like an exciting and inspiring project that will surely enrich the community. As you can guess, I would love to be a part of it. I told you about the exciting project that I am working on in the Atlantida region of Honduras currently, and some exciting ideas came to mind when you explained this project in Arizona.

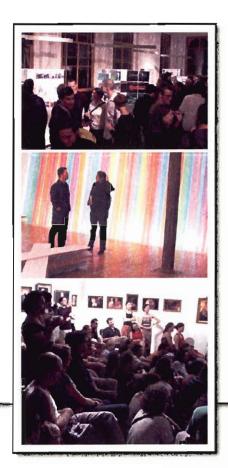
The goal of the art center in La Ceiba is to inspire creativity and entrepreneurial empowerment for local women. The program will bring in visiting artists for varying periods of time with projects prepared to teach the women different creative skills in order to produce marketable objects of art and craft. In order to fund the center continuously, part of my job is to create relationships with galleries, art and crafts markets, etc. here in the states. I see this Area of Arts region as an interesting place to have a gallery exhibiting and selling the art work produced in Pico Bonito, with similar workshops offered in the Tempe location. We could possibly create an exchange program between Tempe and Pico Bonito as well. Let me know what you think of the idea.

This project sounds perfect for you, I look forward to seeing what happens. Please let me know if there is any way that I can help.

Best,

Elizabeth

ELIZABETH BAENA 917 331 894!





August 31, 2006

125 Green St, #3J Brooklyn, NY 11222

Ron Pompei Pompei AD LLC 459 Broadway, 5th Fl New York, NY 10013

Dear Ron.

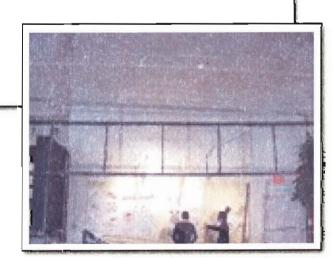
I am writing to follow up on our conversation about the proposal for the Area of Arts in Tempe, AZ. The project sounds fascinating, and it was exciting to hear how you and the developer are working to create so much opportunity for artists of all kinds.

Your intention to create a community, rather than simply build walls and facilities, really struck a chord with me. A few years out of college, I applied and completed a program for an MFA degree at the Maryland Institute, College of Art in Baltimore, MD. It was the most formative period of time in my life as an artist, mostly due to the time I spent with other artists in the program. I learned so much from the random visits from studio neighbors, from the weekly critiques by fellow students, even passing discussions on what exhibits we had seen. That kind of environment was incredibly inspiring, pushing my work farther than I could have imagined. It's great to hear you are trying to create a similar and just as enriching experience in Tempe.

So I am writing to express my wish to get involved with the Tempe project in some form or another. Since graduate school, I have been living and working as a sculptor here in Brooklyn, participating in group exhibitions, helping to curate and assemble exhibits, and becoming part of the community of artists here in Brooklyn as I did in Baltimore. I've attached my CV for your review. I'd be happy to discuss the project in further detail, and please keep me posted on the proposal.

Sincerely,

James Bills



Marion Wild 216 Bergen Street #1 Brooklyn, N.Y. 11217 718-222-8817 marionwild@mac.com

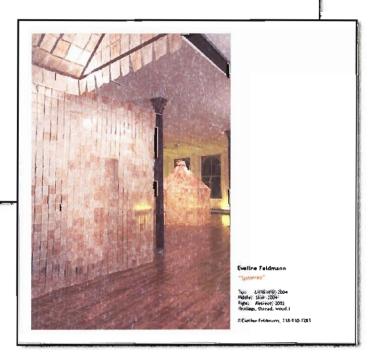
September 1st, 2006

To Whom It May Concern:

I am very interested in a future involvement with the Area of Arts in Tempe, Arizona either in curating shows and in organizing an art fair and/or a Biennial.

Sincerely,

Marion Wild



Wolfgang Stiller 47 Thames St. #406 Brooklyn, NY 11237

Dear Shaheen Sadeghi,

I heard about your very interesting project which you are planning in the future. I am a German artist who works and exhibits for over 20 years now all over the world. My works are in important museums and private collections world-wide. To get a better idea about my work please take a look at my website www.wolfgangstiller.com and see my vita. I would like to express my interest in participating/supporting the project. I could imagine different possibilities to do so. I would love to do a show there or work for a while in your place. I could also offer to hold a sculpture workshop for younger artists. I think your project could be an important contribution to the art world, which needs places like the one you have in mind. I would be delighted if my work and experience as an artist for more than 23 years can be a help to this project. I would also be interested in curating a show since I met several great artists from all over the world through my art career, artist, who do amazing art work which won't be shown in commercial galleries.

Sincerely,

Wolfgang Stiller





Roberto - Venn School of Luthiery

4011 S. 16th St. • Phoenix, AZ 85040 • (602) 243-1179

Licensed by Arizona State Board for Private Postsecondary Education

May 19, 2006

Shaheen Sadeghi LAB Holding Group 709 Randolph St. Costa Mesa, CA 92626

Re: Tempe Arts RFP

Dear Shaheen,

It was a pleasure to meet with you and the LAB team members last week to discuss the Tempe arts development project. Thanks for making time in your schedule to visit our guitar building school.

From our initial inquiries with the Tempe City staff, our intention has been to propose a 3 to 4 acre site plan with our designed building elements that make up Wisdom Tree Institute (which includes workshops for our ongoing guitar making school – Roberto-Venn School of Luthiery). We realize that the City of Tempe will be selecting a development team to create a cultural arts enclave for the designated twelve acre site.

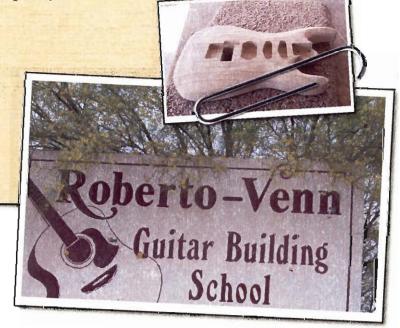
We are hopeful that our project will be of interest to the city staff and council members and a desirable addition to the overall project. In that regard we encourage you to include us in any of your proposal plans. We are very interested in any collaborative opportunities that make this development an engaging, artistic, cultural destination.

We look forward to any opportunities of working with you.

Sincerely,

William Eaton

Director, Roberto-Venn School of Luthiery Team Leader, Wisdom Tree Institute



International Culinary Academy Of Phoenix

Cork a
HOP'S

May 17, 2006

Re: Artist Village International Culinary Campus

To Whom It May Concern:

This letter is being written in support of the developer, Shaheen Sadeghi, of Lab Holdings, LLC. International Culinary Academy of Phoenix, LLC is interested in the master planned arts village where live art feeds off community and the community feeds off live art.

We are excited to be a part of a plan that includes several aspects of "five art." A residential work/ live concept is something that works with academia and professionals related and/ or inspired by the arts. Most developers do not have the vision to integrate the arts as well as the proven track record to do so.

As principal of (list academy name here), we see our specific component of the project achieving local, regional, and international following.

We see the following concepts fitting into their Master plan.

- International Culinary Academy featuring World Master Chefs overseeing five demonstration and observatory kitchen classroom combination.
- · State of the art lecture classrooms
- "The Wine Lab" A group of Paso Robles Winemakers will be part of the first teaching wine laboratories outside of the California Wine Country
- Rotating Culinary events and exhibitions and Charity Programs
- "Chefs Tool Box " Store Featuring Culinary Books, Tools, Gifts
- Educational seminars for the public (organic cooking, children's cooking and summer camp, "Bread Camp" Floral and Herb Design class, etc)
- · The Demonstration student run restaurant "La Botega"
- "Theatro Culinaire" will be part of the concept a 50 seat culinary theatre that would feature "National and Local Celebrity and Rising Star Chefs for a two night cooking adventure.
- "Corks and Hops Restaurant" separate from the academy run by a World Master Chef.

4143 East Hallihan Drive, Cave Creek, Arizona 85331

We prefer to be part of their project as they share the same vision for arts education and integration into daily life as we do. This environment will be synergistic and lively!

We look forward to integrating into your community in the near future.

The body of this letter is intended only for those it has been provided to. Any reproduction/ sharing of content or idea will need to gain permission from the International Culinary Academy of Phoenix LLC.

Sincerely

Anthony B Damiano

Principal, Founder and Chairman of the International Culinary Academy of Phoenix







850 South Richards Street, Salt Lake City, UT 84101 | crates@artichokesandcompany.com | {pr 801.474.2784 (£) 801.474.2785

To Whom It May Concern,

This letter is to set forth our interest in leasing a space in the Tempe area in Shaheen Sadeghi's project. We would take aggressive action for opening a retail location with ANY of Shaheen's developments.

As a unique, contemporary gift retailer we are selective in who we do business with and where we choose to locate. We have met with Shaheen and are confident in the performance of his projects. Shaheen has outstanding vision and business sense that will take his development to the next level of distinction.

Sincerely,

Brent White

VP Marketing



Monday, May 22, 2006 (3).max





August 29, 2006

The Honorable Mayor and City Council Members City Hall 20 E 5th Street Tempe, AZ 85281

RE: Artist Village

Dear Mayor and Council Members,

I write in support of Lab Holding, LLC and the proposal for the Artist Village.

As a long time supporter of, and participant in, the arts in the Valley, I was delighted to learn about Shaheen Sadeghi's vision. His past success, involvement with artists and their work, flexibility in making arts accessible and showcasing the arts, is inspiring.

The Valley craves energetic leadership and invention such as his proposed project. You have an opportunity to provide Tempe and the Valley with an exciting gift. I look forward to seeing this great project come about.

Sincerely,

Susan Silverman

Director, Dance Theater West

Dance Chair, Greater AZ Chapter, National Society of Arts and Letters

Collaborator with :

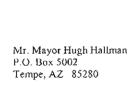
Free Arts of Arizona and Scottsdale Center for the Arts Children's Programs

Founding Member of the Board of Ballet Arizona

Current Vice President of the Board of Center Dance Ensemble









Dear Mr. Mayor,

I am writing in regards to the proposed development in Terupe, AZ. I have in one way or another been a part of The Lab experience since 1997 when I was employed at Habana restaurant located in The Lab. Coming from San Francisco after college to Costa Mesa, I felt that the hip, artistic and boutique diversity The Lab had to offer was wonderful. After transferring to Dita eyewear in 1998 and with much success of our brand of high fashion sunglasses we opened our own Dita Legends locations in Tokyo, Los Angeles and soon to be The Lab Costa Mesa. Dita is very much looking forward to being a part of any future development project of Mr. Shaheen Sadeghi.

It isn't very often that you come across a landlord/developer like Mr. Sadeghi that fuses function, food, fashion and environmental awareness into a lovely package that attracts a diverse consumer.

Thank you in advance for your time and please contact me if you have any questions or concerns.

Kind Regards Dita Inc.

Devon Palermo VP of Sales

2214 BEVERLY BLVD. LOS ANGELES CA. 90057 TEL; 213-368-3968 FAX: 213-368 3959



August 28, 2006

Council Members City of Tempe

Re: Lab Holding's Proposed Artist Village

Dear Council Members.

We have seen the Lab Holding Group's proposal and support their project. The fact they have been able to maintain their existing operations with a continuous fresh look offering diverse events and strong continuous operations is a rare commodity that many "developers" lack.

DOLCE SALON & SPA is currently planning an International Stylist Institution/University that will bring a diverse enrollment; local, national and international. We plan to house all of our industries trade schooling as well as advanced under one roof, including, Cosmetology, Nail Technology, Esthetics, Massage Therapy, Make-up Artistry and more, becoming the largest and most well rounded industry school in the U.S. We also plan to move our corporate headquarters to the same facility. Offering undergrad and post graduate education is our industry will bring students from all over the world to our school. It is important our partner in a project share the same vision for the long term stability of the project.

Dolce Salon & Spa, Dolce Barber & Spa and Dolce Med Spa are all located at the Chandler Fashion Square, Boulevard Shops center and we are the largest Day Spa in Arizona as well as the entire Southwest. Our current advanced training center and our Dolce Companies Corporation headquarters are currently located in Phoenix. We have other locations in the development stage throughout the Valley and are geared to be the Valley's most prominent salon and spa by having all of our 25,000 -30,000 sq' facilities located throughout Maricopa County and the greater Phoenix Metropolitan area.

Tempe has been selected as one of the cities in the Valley for DOLCE's State of the Art International Style and Design Facility and University. Shaheen Sadeghi's experience of integrating and creating operators that synergistically mix together is an art in itself. The variety of all the different types of artists mixing in one place is absolutely intriguing and inspiring.

Westcor was chosen as our partner in Chandler because of the successful ongoing management and a proven track record they have established. Lab Holding has that same reputation and is recognized on an international level. This is important for the selection of our 60,000 Square Foot plus International Style and Design Facility that will be recruiting on an International level, as our industry is based in Fashion and Art and is a perfect fit with the Tempe projects concept.

'ENJOY THE SWEET LIFE'

5925 W. Chandler Blvd., Surte 1. — Chandler, AZ 85226. — Phone: 480,722,0500. — Pax: 480,722,9100. For Menu & Gift Card purchases - www.dolcesdonspa.com

We support Lab Holding as the master developer of choice: for the proposed Artist Village intricately master planned artist village and would love to see this much needed cultural experience and opportunity brought to Tempe.

Sincerely,

Brandi Nuttall
President and CEO

DOLCE &: Companies Corporation



May 23, 2006

Mayor Hugh Hallman P.O. Box 5002 Tempe, AZ 85280

Dear Mr. Mayor,

I am writing you about the proposed development in Tempe, AZ where if developed by Shaheen Sadeghi and his staff, my company and I would be thrilled to be a part of the project.

Being a franchise owner as well as an owner of my own brand of my own concept, I can tell you that working with team such as Shaheen and his staff that have genuine passion and concern vs. a landlord, is priceless.

Lavender Lounge Tea Company shares Mr.Sadeghi's vision and passion for culture, artistry, and community in business and would be proud to share in the "fusion" of these possibilities in Tempe, AZ.

If I may answer any questions, or offer a few of my customer comments (that live there in Tempe) please don't hesitate to contact me.

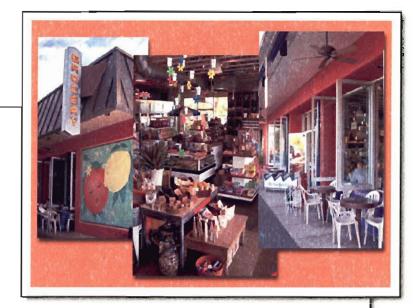
Sincerely,

Desiree Nelson

President and Micro-Tea Blender

Jour helon

Direct: 949-218-3103 x 3



August 28, 2006

Councilmembers City of Tempe

Dear Councilmembers,

I am writing in regards to the artist village proposals currently under consideration for Tempe. As a supporter of expanding art and cultural outlets in the valley, I was excited to hear about the city's vision to dedicate a site to this purpose.

I would like to offer my recommendation for Shaheen Sadeghi and the Lab Holding team. I have personally visited his project in Orange County and feel that their team can bring a refreshing approach to this project. Shaheen has a reputation in the development field for being a visionary and bringing creative concepts to fruition.

As an operator of a unique specialty center, I understand the work involved in creating new concepts and the dedication required to ensure their success. The Lab Holding's project demonstrate this same level of commitment and I feel he would be a good candidate for creating a renowned venue for the arts in Tempe.

Regards,

LGO Hospitality





S.A. Hospitality Innovations

August 28, 2006

Dear Mr. Mayor,

I feel the cutting-edge image of Shaheen's projects is consistent with that of FoodReál's, and overall, organizationally fit. Viewing his success through his ongoing vision of raising the bar and focusing on quality-driven concepts that maximize their economic potential has left no doubt in my mind that this partnership will be nothing less than successful

The focus is on the three key areas related to the lifestyle of one who enjoys and appreciates food and drink. These three areas include dining out, dining in, and nightlife. The following will provide further detail on to what these three areas are to encompass, and the attributes the project has in relation to its future success:

9999 W. Katie Ave, #2104 Las Vegas, NV 89147 T 561 281.3222 F 413 674 9046 sa@stephenasprinio.com www.stephenasprinio.com

- The "dining out", or restaurant side of the project will be a three-meat dining establishment. Breakfast and lunch will focus on a fairly quick dining experience that the guests can enjoy through innovative takes on traditional preparations. A three course prefixed at \$20.07 will also be offered at lunch for a more elevated dining experience to accommodate business diners and those who wish to take a bit more time for their meal. Dinner will consist of a menu focused on food and wine pairing. The menu will include 10 small cold dishes and 10 small hot dishes, with each dish paired with an optional wine accompaniment to be ordered ala carte.
- The "dining in" or market aspect of FoodReál is focused on providing a unique experience for the at-home cook. FoodReál will
 accomplish this goal by offering creative dining solutions through an offering of a number of recipes each week, ranging from
 poultry to beef to vegetarian. The recipes will be sold as pre-prepped dishes that are have all the ingredients washed, cleaned,
 measured and prepared, but not cooked. All the guest has to do to execute this method of a freshly made, innovative meal, is to
 cook the final product by following the provided recipe card (which includes nutritional information as well).
- The final component to FoodReál will be its nightfile experience. FoodReál will simply offer a unique, exclusive lounge experience
 that involves an ultra-chic environment where patrons can relax in a social scene and enjoy hand-crafted cocktails and a limited
 late-night menu of innovative bar fare.

Hook forward the opportunity of joining Shaheen Sadegelin's project in Tempe, AZ.

Cordially,

Stephen Asprinio

"Top Chef"

S.A. Hospitality Innovations

SUBJECT MATTER

2930 Bristol Street, #A101 Costa Mesa, CA 92626 714-668-9887, FAX: 714-668-9543

August 28, 2006

Mayor Hugh Hallman P.O. Box 5002 Tempe, AZ 85280

Dear Mr. Mayor,

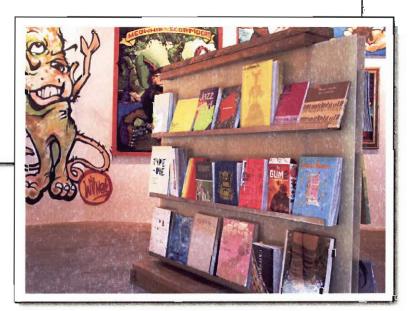
I am writing to you in support of Shaheen Sadeghi and his proposed development in Tempe.

Subject Matter has been operating at Shaheen's existing development at the Lab since May 2005. Being a rare retailing concept that offers original artwork, art oriented books, and apparel, all within one store, it was important for us to locate our store within an environment that embodied all three of our products. The Lab became our obvious choice.

I can go on listing all the activities that Shaheen and his staff have put together in support of the local community and the arts, but that will fill out too many pages. Seeing parents bringing in their children of all ages on a routine basis to our store to discuss the art and the books as part of their retail shopping experience confirms that we chose the correct location, a down-to-earth, family oriented environment that has struck the right balance between profitability and community involvement. I know of no other location that offers the same.

I am certain that Shaheen's proposed project will be an asset to Tempe and look forward to sharing our experience with its residents and future artists.

Behzad Jazayeri (co-owner) Mobile: 949-355-6164





3617 West MacArthur Blvd Suite 506 Santa Ana Ca 92704

Aug 24, 2006

Attn: Mr. Neil Calfee City of Tempe Community Development Department P.O. Box 5002 Tempe, AZ 85280

Dear Mr. Calfee:

I am writing in regards to Shaheen Sadeghi and the proposed retail Development in Tempe Arizona. I own a swimwear company L*Space (who sells to Accounts such as Victoria Secrets, Bellagio in Las Vegas, and were recently Featured in the swimsuit edition of Sports Ills.)

We Will be operating a retail store/showroom at Mr. Sadeghi's property here in Orange County California.

He has created such a unique retail/business environment here in Orange County and it Would be a great business decision to allow him to bring the same concept To Tempe.

I totally support Shaheen Sadeghi and hope that you Will allow him the same type of development in your community.

Sincerely,

Monica Wise

L Space

Harlow

Mr. Neil Calfee City of Tempe Community Development Department P.O. Box 5002 Tempe, AZ 85280

Re: RFP for Property West of Tempe Center for the Arts

May 22, 2006

My Name is Kerri Harlow, and I am 30 years old. I am originally from Allentown Pennsylvania, with beginnings in Knobnoster, Missouri and Omaha Nebraska. I have a college education from The University of Maryland, College Park, Maryland. I have crossed the country by road three times, visited Europe, Africa and China. I've taken every opportunity life has afforded me thus far, always jumping in with two feet. And I'd like to think I've learned a thing or two about my world along the way.

One thing I learned for sure, was that in all the places I've lived and all the places I've visited, I hadn't found home, not for myself anyway. So, with the blessing of my family in PA, I moved to California on my own eight years ago to find my home. And I did. I found home in Costa Mesa, California at The Lab.

I first set foot at The Lab with my former boss, owner of a men and women's boutique called Black & Blue. We were preparing to open a second location at The Lab, choosing the site as the perfect spot to showcase what is different, what is unique, what is beyond Orange County. I had been told this was just the place, and it was. It was unlike any "mail" I had ever been to, unlike any experience I could draw from, it was thriving with authenticity and creativity. And although I originally felt out of my element, out of what I defined a mail to be, it took me just a moment to open my eyes a little wider and see. It was its' own community that was open and progressive and inviting all at the same time and I immediately wanted to be a part of this community.

That was three years ago. And since that first day I came to The Lab, I have bought that little boutique called Black & Blue and turned it into my own dream named Harlow. The opportunity provided to me by The Lab and by Shaheen is one I will never take for granted. The sense of home and community I feel there has provided me with a dream job, a dream life really. And I couldn't have imagined it any better for me. I couldn't imagine a better place to spend my time, to live, to learn and to grow. I hope to become a permanent fixture at The Lab and in the lives of those who join our community, for it's the ideal sense of belonging. It is my home, not just my place of business, not just a mall.

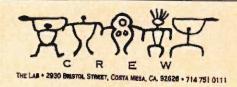
So when I was asked to write this letter, to try explain what The Lab means to me, what I believe it means to the lives of those who visit us everyday, it wasn't a matter of would I, it was a matter of how would I. How would I define all that is the joy of life at The Lab? I guess I need only to draw from my customers, faithful, loyal customers who thank us every day for looking beyond the mall, for providing them more than a product, more than simple sale, more than a store. We are an ever evolving, globally minded community fostering acceptance of individuality. We acknowledge the beauty of uniqueness and we think beyond what is common. We provide a necessary and welcomed alternative to the everyday. But most importantly, we live life at The Lab, and we love it.

I truly do "Love Life Here."

Sincerely

Kerri Harlow





May 22, 2006

Mr. Neil Calfee City of Tempe Community Development Department P.O. Box 5002 Tempe, AZ 85280

Re: RFP for 12 acres west of Tempe Center for the Arts

Dear Mr. Calfee:

This serves as a letter of interest in the proposal the LAB is submitting for the artist village in Tempe, near the Tempe Center for the Arts.

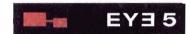
I was one of the original tenants at the LAB retail center here in Costa Mesa. As a salon operator at another location in the City for many years, I certainly appreciated Shaheen's creative vision and his ability to recruit and develop local businesses into new and exciting possibilities. He has a keen merchandising eye for combining complimentary businesses and nurturing local talent. My own salon has thrived at the LAB over the years, expanding twice. I've recently joint ventured with Shaheen in opening another salon within the Sobeca arts district.

I recommend Shaheen to you as a visionary and entrepreneur. I would also like to express our interest in possibly moving into the Tempe area as a tenant in the artist village project.

Sincerely,

Tom Gaglio Owner

Crew Salon



2930 Bristol Street Costa Mesa, CA 92626 714.557.2044

May 22, 2006

Mr. Neil Calfee
City of Tempe
Community Development Department
P.O. Box 5002
Tempe, AZ 85280

Dear Mr. Calfee:

I am writing as a current tenant at the LAB retail project in Costa Mesa, CA in support of Shaheen Sadeghi and his proposal in Tempe.

Shaheen is well known for his wealth of experience in creative commercial development, and his most unusual expertise in developing tenants from "scratch" so to speak. Previously a partner in a San Francisco branded retail environment, in working with Shaheen I identified a product need specific to this area and crafted a business mission. After almost 2 years at the LAB project here in Southern CA, I'm happy to report incredible sales figures rivaling those of the highly successful South Coast Plaza just a short distance away.

I would look with interest to any project Shaheen pioneered and hope to expand our business along with any of his new endeavors.

Todd Moore Principal

Sincerely,

Eye Five





AIRe Global Cuisine 2937 bristol st., #a103, costa mesa, ca 92926 @ the camp / tel.714.751.7099 / fax.714.751.7066 www.aireglobal.com

May 23, 2006

Attn: Mr. Neil Calfee City of Tempe Community Development Department P.O. Box 5002 Tempe ,AZ 85280

Re: RFP for Property West of Tempe Center for the Arts

Dear Mr. Calfee.

I am writing in support of Shahcen Sadeghi's proposed development in Tempe, Arizona.

As a first time tenant of Shaheen Sadeghi's The Camp in Costa Mesa, CA, we are proud to be part of his vision that not only brings in a community of culture, but also an opportunity for commerce. The Camp and The Lab, which is located in the SoBeCa district south of the famous South Coast Plaza, was a much-needed project that revitalized an area that was not only asleep, but void of vision. AIRe Global Cuisine is looking forward to be part of the proposed Tempe project. Shaheen has an incredible vision that harnesses culture and commerce seamlessty. If given the opportunity to develop, your community could only prosper from his unique and much-needed project. AIRe has every intention to expand our business to future projects created by Shaheen.

Best regards.

Michael Bassler Managing Partner

The Gypsy Den

2930 Bristol St., BIO2, Costa Mesa, Ca 92626 (714) 835-8840

Mr. Neil Calfee City of Tempe PO Box 5002 Tempe, AZ 85280

Re: Twelve Acres West of the Tempe Center for the Arts

Dear Mr. Calfee:

I am the owner/operator of the Gypsy Den Café at the LAB and have been a tenant there since its inception, over 12 years ago. It's been an incredible experience to part of the LAB and we have renewed our lease option there for an additional 10 years. Due to our success at the LAB, we were able to open an additional location seven years ago in the Artists Village in Santa Ana, CA.

We have been a local staple for breakfast, lunch and dinner offering a moderately priced, unique menu – with an emphasis on healthy cooking – consisting of unusual salads and sandwiches, homemade soups, fresh juices and smoothles, and other breakfast, lunch and dinner entrees, not to mention our from-scratch breads, desserts and bakery items. O.C. Weekly publication has recognized us on numerous occasions as being one of the "Best Coffeehouses" in Orange County.

We look forward to expanding our unique concept in conjunction with any future LAB developments and hope to continue our extraordinary relationship together.

Sincerely,

Catherine Graziano President, The Gypsy Den Inc.



Humanitaire

To Whom It May Concern:

It is my pleasure to recommend Shaheen Sadeghi for any future retail development in your community.

My daughter and I recently opened a cruelty-free boutique for men and women in THE CAMP, a retail center developed by Shaheen. Our store is called Humanitaire – a French word meaning "to be humane." We carry shoes, clothing, bags, belts, skin care, and cosmetics all without the use of animal testing, skins, furs or ingredients. We also do not carry anything made in sweat shops. We also carry clothing designed by local artists and designers.

When we presented our store concept to Shaheen, he felt our philosophy would fit perfectly at THE CAMP, since it is a healthy lifestyle retail center. After our first meeting, I realized that Shaheen views his retail center as a living, evolving and artistic retail experience that contributes to the community. To help us get started, as this was our first retail store, Shaheen was willing to meet with us several times to get the right design concept for our store.

One of the things that impresses me at THE CAMP is its nurturing of the individual through artistic expression as displayed through the various community activities offered at THE CAMP. Most recently, our store hosted an art show and book signing for "Food Without Faces." This event brought the artists, authors of several books and musicians together to raise awareness of the farming of animals for consumption.

We participate in joint marketing activities for THE CAMP and we believe that the quality of activities organized by Shaheen and ably executed by his marketing director provide a level of marketing support which we could not develop by ourselves.

Shopping at THE CAMP is an experience which welcomes the individual and we see great diversity in the customers which regularly come through our doors and attend the community events.

We think Shaheen's retail vision is at the forefront of the 21st century retailing and we are happy campers!

Sincerely, Melanie Backer

Melanie Packer Humanitaire

2937 S. Bristol Street, Suite A101A

Costa Mesa, Ca 92626





Active Wallace Group From the desk of Shane Wallace

May 24th, 2006

To Whom It May Concern:

I am writing this letter on behalf of the Camp, Costa Mesa, CA. and its Management Team.

Active Ride Shop has been a tenant at the Camp in Costa Mesa for 2 years. The Camp is extremely unique to the Southern California Market and the developers have created a world class shopping destination in Orange County, CA.

I believe that future Camp projects would not only improve the community and its surroundings, it would also set your retail environment apart from any other shopping destinations in the United States. Every visit to the Lab & Camp inspires me and presents me with a refreshing vibe.

My Best,

Shane Wallace AWG/President





Orange Marine Corporation dba Zipangu

3200 Bristol St, Suite 570 Costa Mesa CA 92626
TEL: 714-825-8501 FAX: 714-825-8502
Email: fred@zipanguoc.com

May 22, 2006

Mr. Neil Calfee
City of Tempe Community Development Department
P.O. Box 5002
Tempe, AZ 95280

Re RFP for 12 acre development near Tempe Center for the Arts

To Whom It May Concern:

I am writing this letter of reference regarding Mr. Shaheen Sadeghi.

Having a very successful family restaurant business in Japan, and before opening my first restaurant in the United States, I searched and visited over 60 sites throughout Orange County. It is only with Mr. Sadeghi's project, the LAB retail center, that I found a unique and special environment, a solid and focused vision and the development and creation of a true cultural community. This has been a great match for my business and we look forward to a long and successful relationship together.

Based on my success at the LAB center, I would look with interest to expanding my operation to any project the LAB Holding team undertakes. I feel they have a special mission uncommon to other developers to ensure long lasting and special places.

Regards,

Fred Fukushima

Owner

Zipangu Japanese Fusion Cuisine



April 11, 2006

Via Fax and Mail 714.966.1177

Shaheen Sadeghi Little American Businesses, Inc. 709 Randolph Avenue Costa Mesa CA 92626

Re: The Lab Store

Dear Shaheen:

Our store at The Lab is doing great. Sales have continuously increased since we opened and we are very happy with the performance of the store. We think your concept for this shopping center is great, and are happy to be a part of it.

Sincerely,

Kerstin Block President

estiBlock.



209 E. Helen Street
P. O. Box 40488
Tucson, AZ 85717
(520) 622-2711
FAX (520) 622-7015
E-mail: contact@bulex.com
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2080 Placentia Avenue * Costa Mesa, * CA 92627 Tet: 949 645 0075 * Fax: 949 645 0076 * Email: info@mikoco www.mlkacdc.com

May 20, 2006

To Whom It May Concern:

It is my pleasure to recommend Mr. Sadeghi and his staff at The Lab and The Camp for the development opportunity in your city. As the director of an urban arts program in the underserved neighborhoods of Costa Mesa, I have had the opportunity of working with the people at The Lab in several community events.

The staff has been creative, encouraging and supportive in finding ways to include us, our students and their families in family-friendly events that inspire creativity and community. Mr. Sadeghi, along with his staff, is committed to revitalizing our city, The City of the Arts. It is important to us as a community development organization to partner with companies, churches and individuals who share our vision of revitalization for our area. The staff is not only concerned about implementing plans for development of a city, they are concerned about the people who live there as well.

The high standards of Mr. Sadeghi and his staff are apparent in all aspects of what they do. These are quality people doing quality work. If I can be of any further assistance to you in this matter, do not hesitate to call.



Caryn Kartal Youth Arts Director

(949.645.0075)



Career Development Center

ONE UNIVERSITY DRIVE . ORANGE, CALIFORNIA 92866

(714) 997-6942 • FAX (714) 744-7021

May 22, 2006

Mr. Neil Calfee City of Tempe Community Development Center P.O. Box 5002 Tempe, AZ 85280

RFP for Property West of Tempe Center for the Arts

As the Internship Coordinator for Chapman University's academic internship program for the last five years, I am pleased to submit this letter of support for the LAB's application for your development opportunity.

I met Monet Quick, Marketing and Communications Director for The LAB and the CAMP, when she was a Chapman student and intern. As such, I was greatly pleased when she sought out current Chapman students to intern with her organization and has been able to give back to the university in such an important way. These experiences for our students have proved to be highly worthwhile and I look forward to working with her group more in the future.

The LAB, the CAMP and the South on Bristol Entertainment, Culture and Arts District take an innovative approach to cultural development and I am in full support of expanding their mixed-use visions beyond Costa Mesa. If I can be of any more help, please call inc.

Kristy Beavers Internship Coordinator (714) 744-7980

Meavers

kbeavers@chapman.edu



he has strawned you what is good. And what does the Lord require a





P.O. BOX 1200 • 77 FAIR DRIVE • CALIFORNIA 92628-1200

DEVELOPMENT SERVICES DEPARTMENT

April 25, 2006

To Whom It May Concern:

Rarely do I have the opportunity of providing a personal recommendation, but with great pleasure, I offer my recommendation for Mr. Shaheen Sadeghi and "the Lab" for selection in your development opportunity. I have known Shaheen since the inception of "the Lab" retail center in Costa Mesa, through creation of "the Camp" center, and now with implementation of a mixed-use vision and overlay zoning for our "South Bristol Entertainment and Cultural Arts Area."

Through years of working with the Lab team, we have built a relationship of mutual respect and cooperation towards creating solutions and promoting new ideas. The Lab's hands-on approach is one of their unique strengths. For example, they provide ongoing community events and entertainment on their properties to ensure continued success and to promote cultural development.

Costa Mesa is very pleased with Shaheen Sadeghi's commitment to our Bristol Street corridor and being the team leader of our Bristol Street Specific Plan Committee. I have personally found Shaheen to be a very honest and responsible property owner, who meets his commitments, keeps his word, and can always be counted on to promote Costa Mesa. For these reasons, I would provide my recommendation to any city seeking a talented developer who possesses incredible vision.

Please call me should you have any questions, and best wishes from Costa Mesa!

16 1

Sincerely,

DONALD D. LAMM

Deputy City Mgr.- Dev. Svs. Director; and

Executive Director of the Redevelopment Agency

cc: Mr. Shaheen Sadeghi, the Lab



P.O. BOX 1200 + 77 FAIR DRIVE + CALIFORNIA 92628-1200

DEVELOPMENT SÉRVICES DEPARTMENT

Dear Sir or Madam:

I am a Senior Planner at the City of Costa Mesa and have known Shaheen Sadeghi for three years through his work as Chair of the Bristol Street Mixed-Use Overlay Committee. Working with Shaheen in this revitalization effort has been a positive experience due to his creativity, unique perspectives, and intellect. Clearly, his multiple talents enable his company to implement the vision for exciting and edgy urban environments.

While Shaheen's relationship with the City of Costa Mesa extends more than a decade, in the time that I have personally worked with him, I observed traits which are critical success factors to new development endeavors:

- <u>Critical thinking skills and creativity are second to none.</u> At the City of Costa Mesa, I have worked with hundreds of developers from multimillion firms to family-operated companies. Shaheen distinguishes himself from others through his critical thinking and visionary ideas. His contribution to group discussions often encourage others to examine a new perspective. His ideas regarding mixed-use development are refreshing and unique, and the way he communicates these ideas makes people excited. He has a natural ability to inspire people through his work. For example, his Costa-Mesa based commercial centers have achieved international recognition through word-of-mouth experiences and not from any paid advertising campaign.
- Mark of excellence at the highest level. Shaheen exhibits the greatest work ethic and exemplary attention to detail. Every development (e.g. The CAMP and the LAB) that he completes has a mark of excellence to the 10th degree. While many developers may do a satisfactory job, it is important for Shaheen and his staff to surpass the standard. In a City that demands commitment to quality development, these traits are integral to place-making and sustaining positive relationships with the community.
- Strong loyalty and commitment to revitalization in an area. Shaheen has lead his company to
 invest many resources in Costa Mesa and has created colorful urban spaces. His
 commitment is not only to his development site but to the overall area. We are lucky that
 Shaheen has taken interest in our City!

Thank you for the opportunity to comment. Please feel free to contact me at (714) 754-5278 if you have any additional questions.

Sincerely,

Claire L. Flynn, AICH Senior Planner



CALIFORNIA 92628-1200

P.O BOX 1200

FROM THE OFFICE OF THE CITY COUNCIL

April 20, 2006

To Whom It May Concern:

As both a Planning Commissioner and City Council Member for the City of Costa Mesa during the last seven years, I have had the opportunity to work with Shaheen Sadeghi and The Lab team since the early days of the Lab project built here in Costa Mesa. Shaheen has been a visionary and advocate for quality development in our community.

The Lab and The Camp projects have changed this section of our town from an undervalued industrial neighborhood, into an entertainment and arts district now being referred to as SoBeCa (South of Bristol Entertainment, Culture and Arts). The City recently approved this area for a mixed use overlay to further the development of this arts and entertainment district.

Shaheen's ability to stick to his original vision for the area and push creative quality projects through to completion is commendable. His creative and forward thinking as a developer who values the use of sustainable building products, native plantings, and environmental preservation techniques especially impresses me. I recommend him as a developer that will bring unique and quality projects to your community.

If you have any questions or wish to further discuss my experiences working with Shaheen and The Lab team, please feel free to contact me at (714) 754-5177.

Sincerely,

Katrina Foley Council Member

/cg

3401 Wimbledon Way Costa Mesa, CA 92626 May 23, 2006

Mr. Neil Calfee City of Tempe Community Development Department P.O. Box5002 Tempe, AZ 85280

Dear Mr. Calfee, I am writing with regard to your RFP for Property West of Tempe Center for the Arts, on behalf of Mr. Shaheen Sadeghi of the The Lab/The Camp here in Costa Mesa, CA.

As a Costa Mesa Planning Commissioner for the last six years, I have come to know Shaheen very well, both as a person and as a developer of uniquely successful projects in our City. The Lab and The Camp projects demonstrate creative use of parcels not easily developed and uniquely incorporate Shaheen's gift for combining commerce with the cultural arts and entertainment. His projects always consider the needs of surrounding property owners, our Zoning Code, and most importantly the creation of projects from which the City can take great pride.

More recently, he gave of his time and talents in chairing a City committee that produced the South Bristol Entertainment and Cultural Arts (SoBECA), Urban Plan recently adopted by Costa Mesa. This plan is a vision for mixed use and live/work development aimed at invigorating an area which leads into and adjoins a thriving commercial and theater arts district in our City. For his leadership in this effort, Mr. Sadeghi recently received the Chamber of Commerce Award for Community Revitalization.

Shaheen is a man of integrity, vision, and artistic genius with whom it has been a pleasure to work.

Sincerely, Zum Hulin

Bruce Garlich





CALIFORNIA 92628-1200

P.O. BOX 120

FROM THE OFFICE OF THE CITY COUNCIL

May 25, 2006

Mr. Neil Calfee City of Tempe Community Development Department P.O. Box 5002 Tempe, Arizona 85280

Re: RFP for Property West of Tempe Center for the Arts

Dear Mr. Calfee:

I am writing to offer my recommendation for Shaheen Sadeghi and The LAB, LP to be considered as the ideal developers for the Artist Village property near the Tempe Center for the Arts.

As the former Mayor of Costa Mesa and a current City Council Member, I have worked closely with Shaheen and his team throughout the years, and I have personally witnessed his vision for creativity and originality with his proposed projects in our area come to fruition. For the past 4 years, Shaheen and I worked side-by-side on the Bristol Street Overlay Committee to develop a unique project area that will foster the organic growth of a truly dynamic retail, entertainment, culture and arts environment.

Our aligned dedication to the arts has been our common bond and I have personally found Shaheen to be an outstanding businessman that takes a hands-on approach to his developments. His revitalization of this section of Costa Mesa has been an invaluable addition to the City, creating countless additional jobs and an important place of gathering for the community. Please feel free to call me with any questions, or if you would like to further discuss this matter at (714) 556-0650.

Sincerely,

Linda W. Dixon Council Member

/cg

77 FAIR DRIVE
PHONE. (714) 754-5285 • FAX: (714) 754-5330 • TDD: (714) 754-5244 • www.ci.costa-mesa.ca.us



Area of Arts not only encompasses a vision for the City of Tempe, but also represents a "dream" project for our company. Many developers can build a structure - few endeavor to actually breathe creative life into the spaces on a day-to-day basis as we have with our ongoing management and operational systems. Such a specialized project as this; a thriving, bustling, artist and community-driven village, cannot be left to conventional means of operation or the project will fall short of its' amazing potential.

Our reputation, our history, our portfolio, and our company's DNA dictate that we manage and take professional ownership of unique and community based projects. The City of Tempe can be confident that we bring such a specialized experience to AOA. Most importantly, we can assume the responsibility of maintaining and sustaining its viability within the community over the years as we have proven through our other projects for over a decade.

This project will surely be groundbreaking within the Phoenix area, worthy of world class recognition, and a substantial compliment to the new Tempe Center for the Arts. The City of Tempe will assume a leadership role in the region with the Area of Arts project. We thank you again for the opportunity to partner with you on this creative endeavor.

